

EXHIBIT 68

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Nike's Ongoing Struggle With Quality Control Issues

February 14, 2016 by [Ross Dwyer](#)



Quality control. It's very important for any footwear or apparel company. You've got to make sure that the products you're putting out adhere to your standards of quality and make your customers happy. The retail market is a fickle one, and customers will turn on a brand quickly if their quality control isn't up to par.

When you're a company the size of Nike, this can be very tough. If you make millions of pairs of shoes, there's bound to be some that aren't up to snuff. However, this seems to be an ongoing struggle for them, as they've had problems with more than a few shoes over the course of the last year.

First, it was the "Bred" AJKO's. Most pairs that were shipped to retailers had mold issues. This isn't something that Nike could have controlled in production, but it still wasn't a good look. They apologized, recalled the shoes, and moved on. No harm, no



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First, it was the "Bred" AJKO's. Most pairs that were shipped to retailers had mold issues. This isn't something that Nike could have controlled in production, but it still wasn't a good look. They apologized, recalled the shoes, and moved on. No harm, no foul...right?

Everything was quiet for a while, and then yesterday's release of the OG "White Cement" Jordan IV's ran into some troubles. Several pairs were shipped either scratched or with black or blue glue stains Here's what the defective pairs looked like



Not a great look, right? When customers have been waiting for a shoe this many years and it releases with flaws like this (that some would argue makes the shoe unwearable), it's not a good look for the company or their retailers. Some pairs were recalled, but suffice to say that there were some very sour sneakerheads yesterday when they saw the scuffs and marks on their beloved kicks.

And that's not all. There's another one (DJ Khaled voice). Most stores are beginning to receive their shipments of the all-white Roshe Runs, which are always a great spring/summer seller. However, they're not pristine either. Several of them feature prominent pink stains, which ruins the clean all-white upper of the shoe.

Why's this happening? We can't say. Your guess is as good as ours, but whatever it is, Nike needs to hurry up and get it together. Factory defects just flat-out aren't acceptable, and they don't want to disappoint the general public...or give Kanye another reason to mock them. Here's hoping they get it together.

Have you ever purchased a defective pair of shoes, or one with quality control issues? If so, what were they? Let us know in the comments or on [Twitter](#), check out our [Facebook](#) page for daily updates, and, as always, be sure to follow us on [Instagram](#) for all the fire sneaker pictures you can handle.

-RDwyer

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3 thoughts on “Nike’s Ongoing Struggle With Quality Control Issues”

 **Logan**
October 30, 2016 at 12:51 am

A lot of the all black roshe 1’s had unusually heavy glue stains. On several pair too. I went to 3 different stores until I found a clean pair.

A lot of the Jordan 1 Breds (2016) have mid sole stitching inaccuracies. Some Have the mid sole stitch go straight down to the swoosh and some stitchings stop a few cm away from the swoosh. Its really makes it hard to decipher authentic pairs.

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 **Sam**
May 19, 2017 at 5:31 pm

Yes!!! It looks like the shoes got wet and hang dry. Brand new but wrinkle. Air Jordan 4 Pure Money (All White)

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 **Allison Bennett**
August 8, 2017 at 11:33 am

Nike swoosh melted on my compression pants...awesome!

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